

+

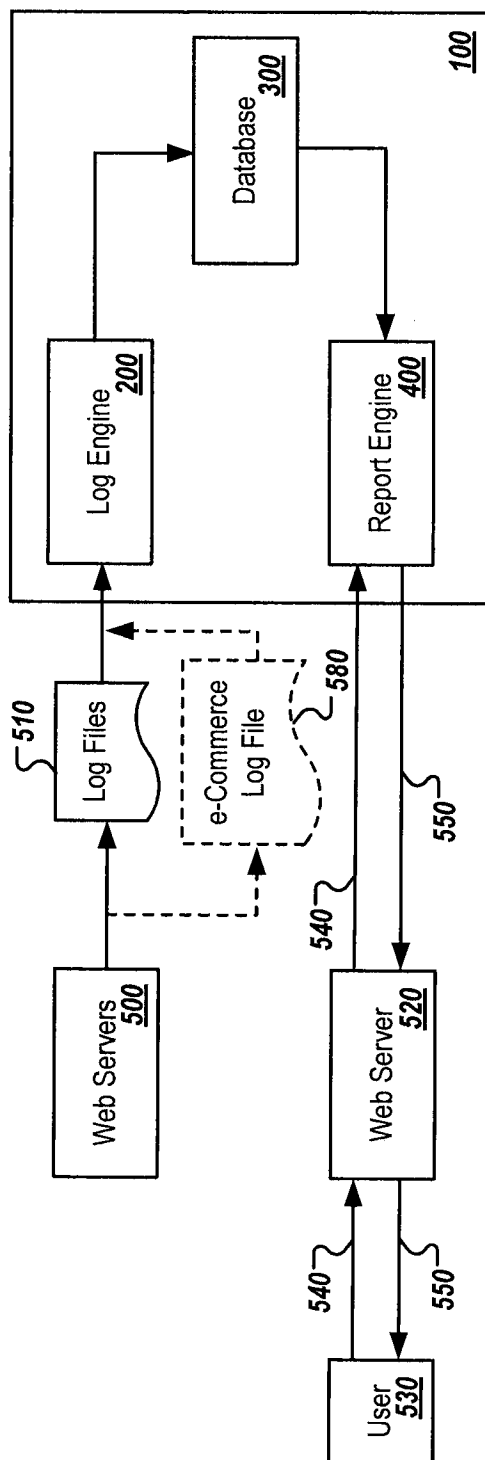


FIG. 1

+

Replacement Sheet

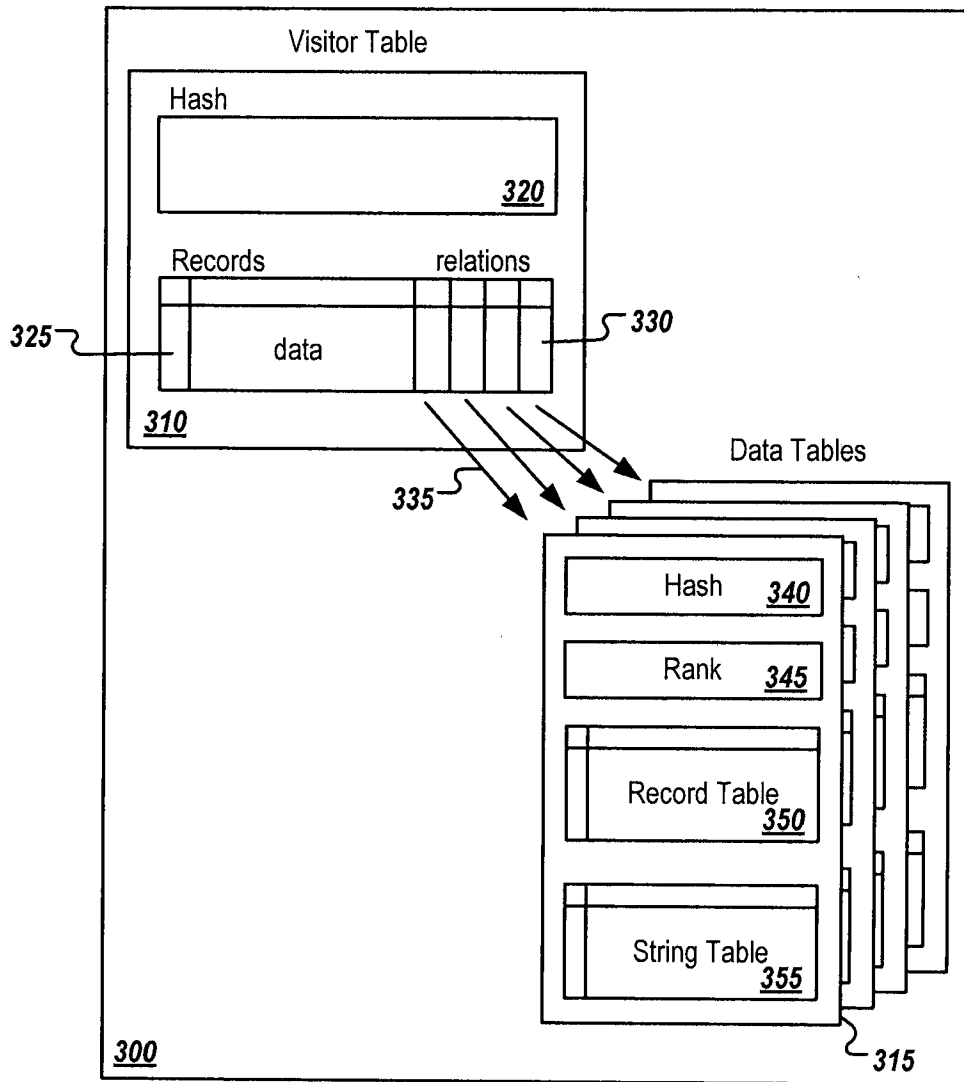


FIG. 2

+

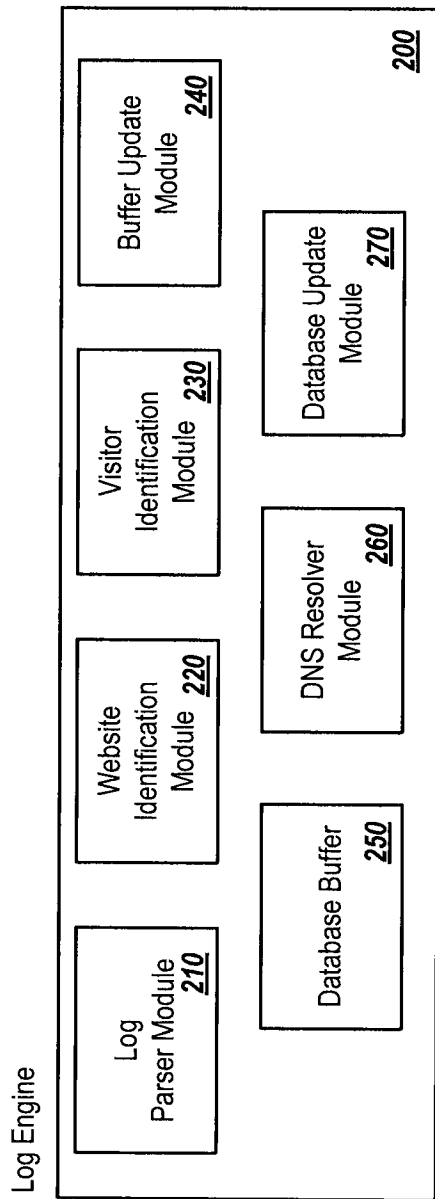


FIG. 3

+

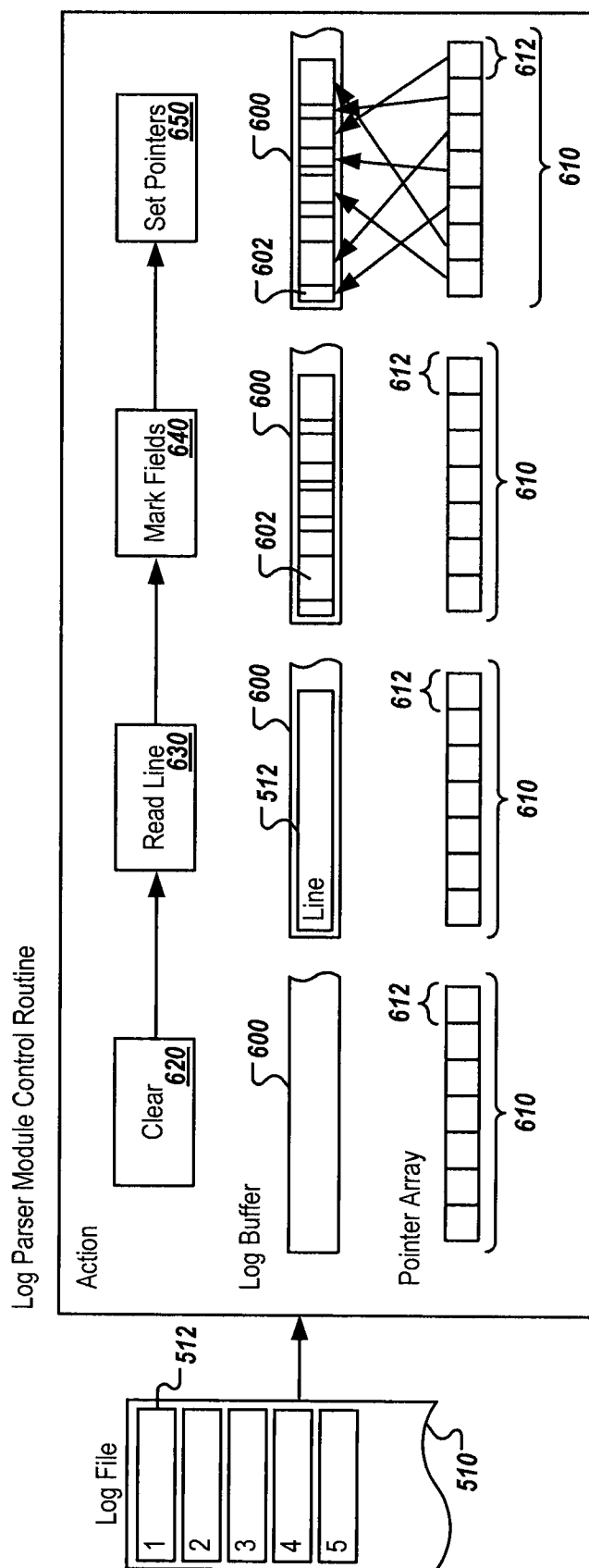


FIG. 4

+

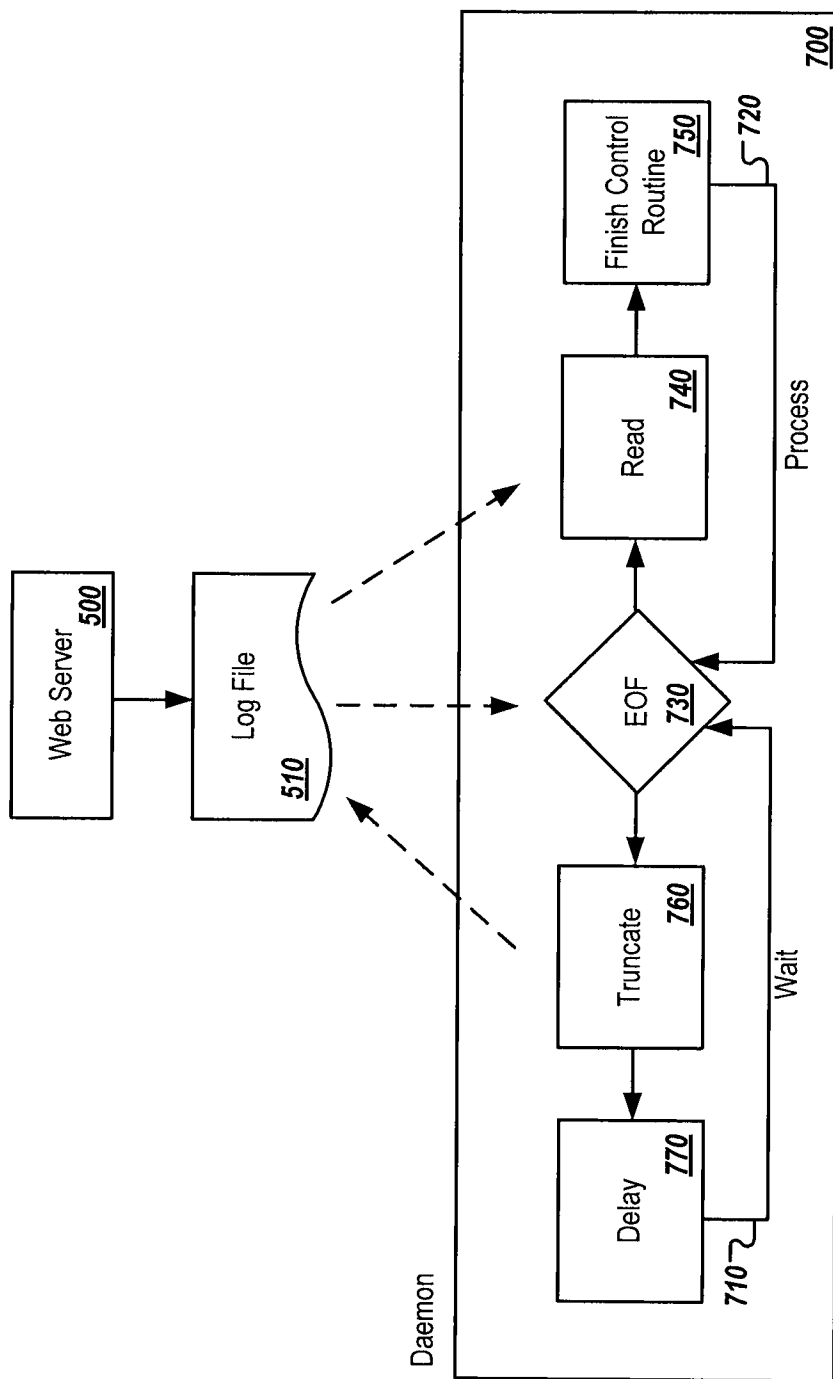


FIG. 5

+



FIG. 6

+

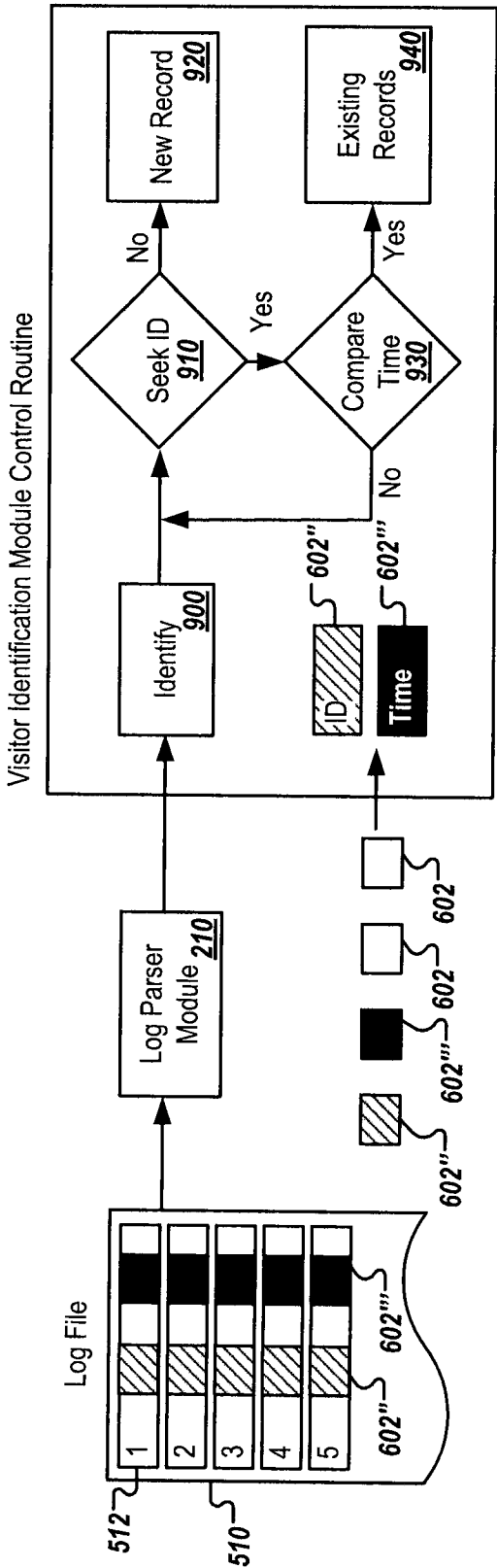


FIG. 7

+

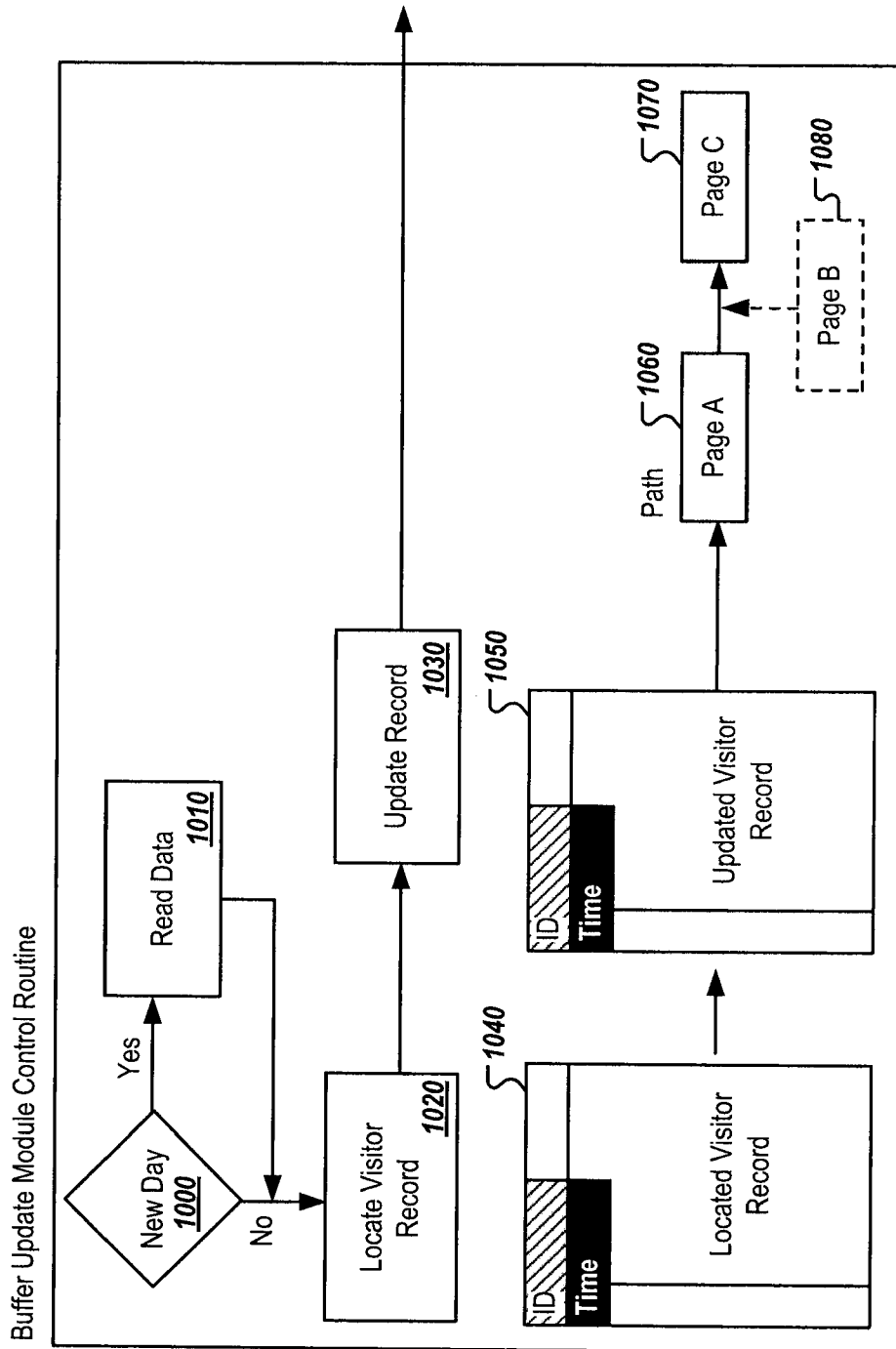


FIG. 8

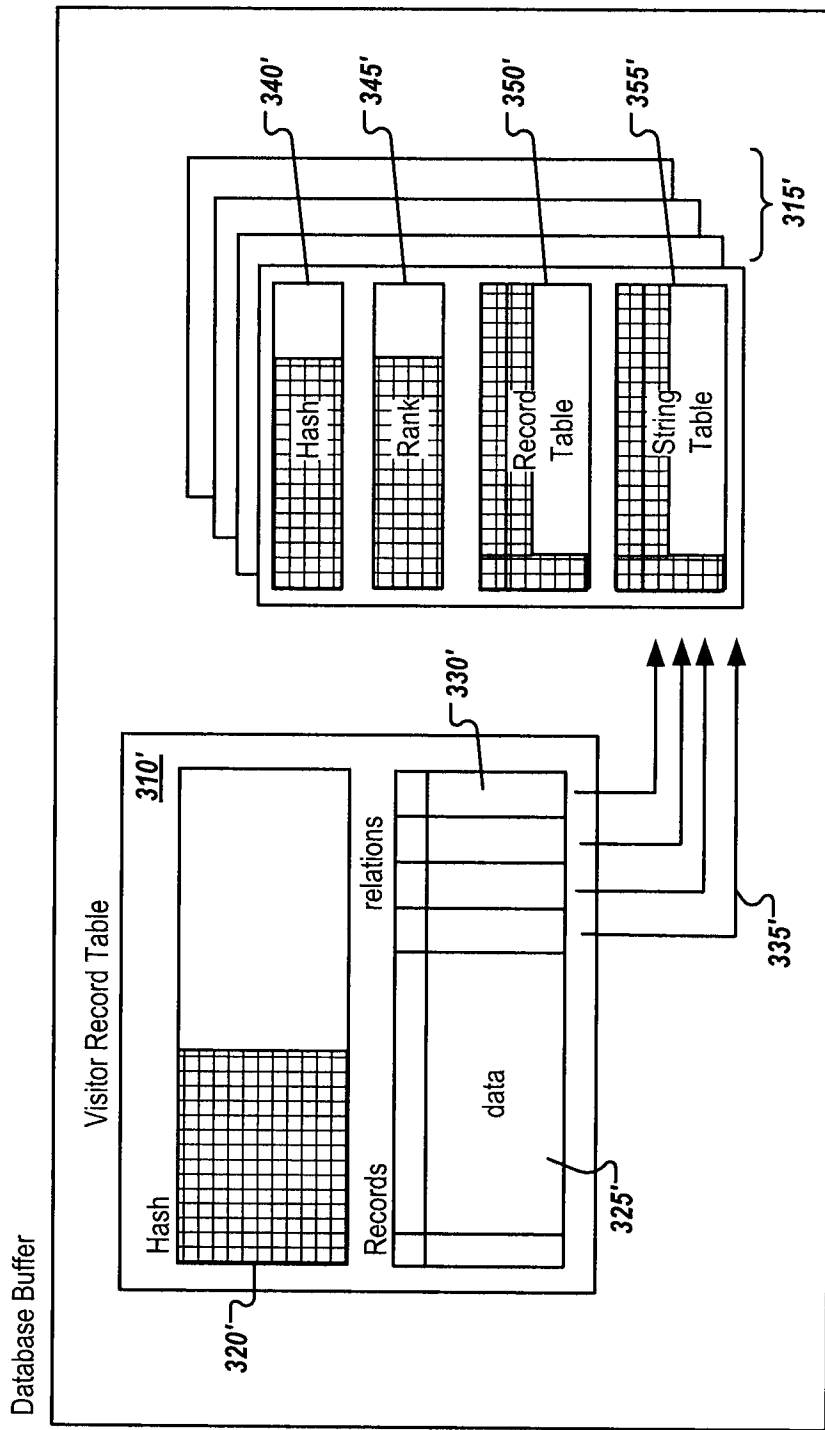


FIG. 9



+

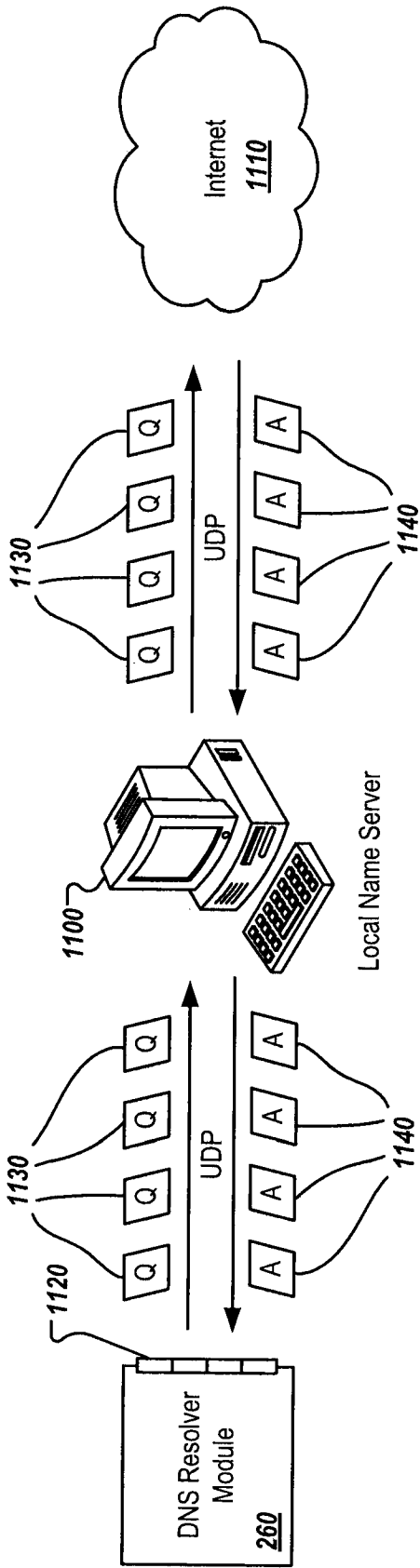


FIG. 10

+

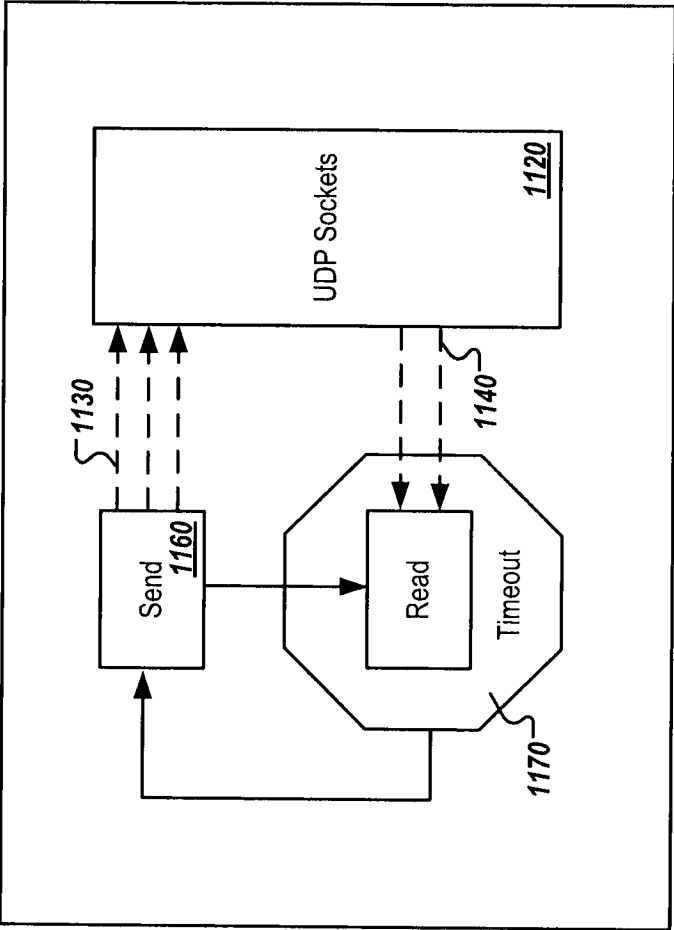


FIG. 11

+

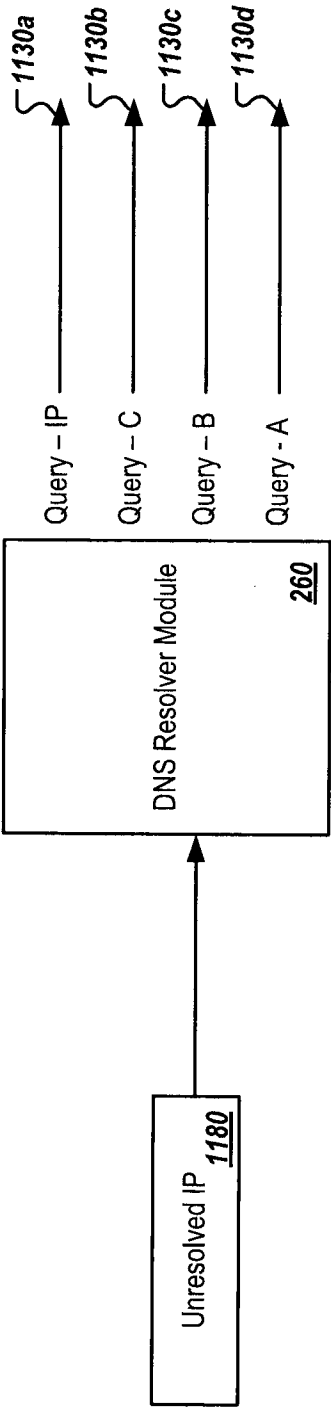


FIG. 12

+

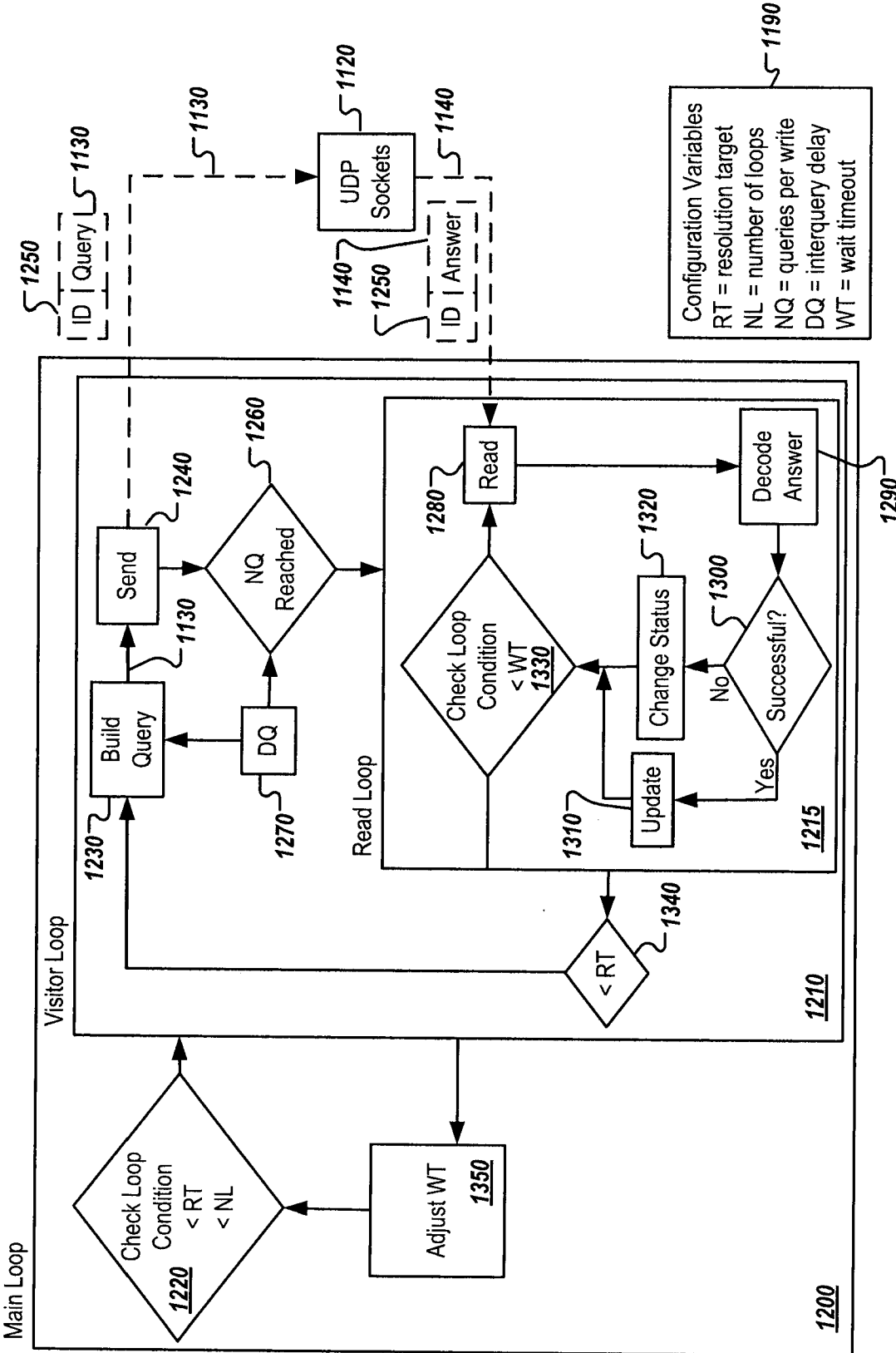


FIG. 13

+

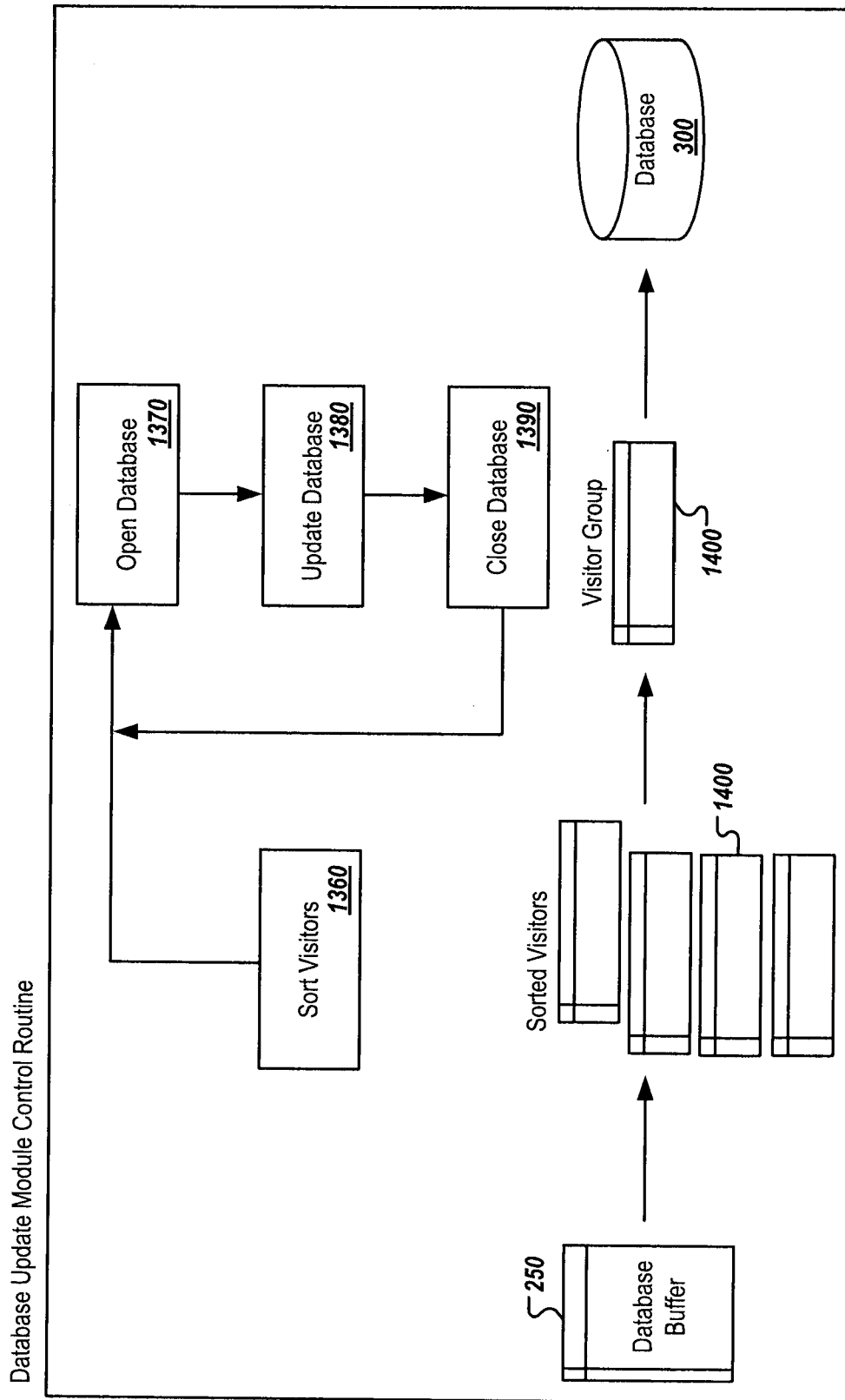


FIG. 14

+

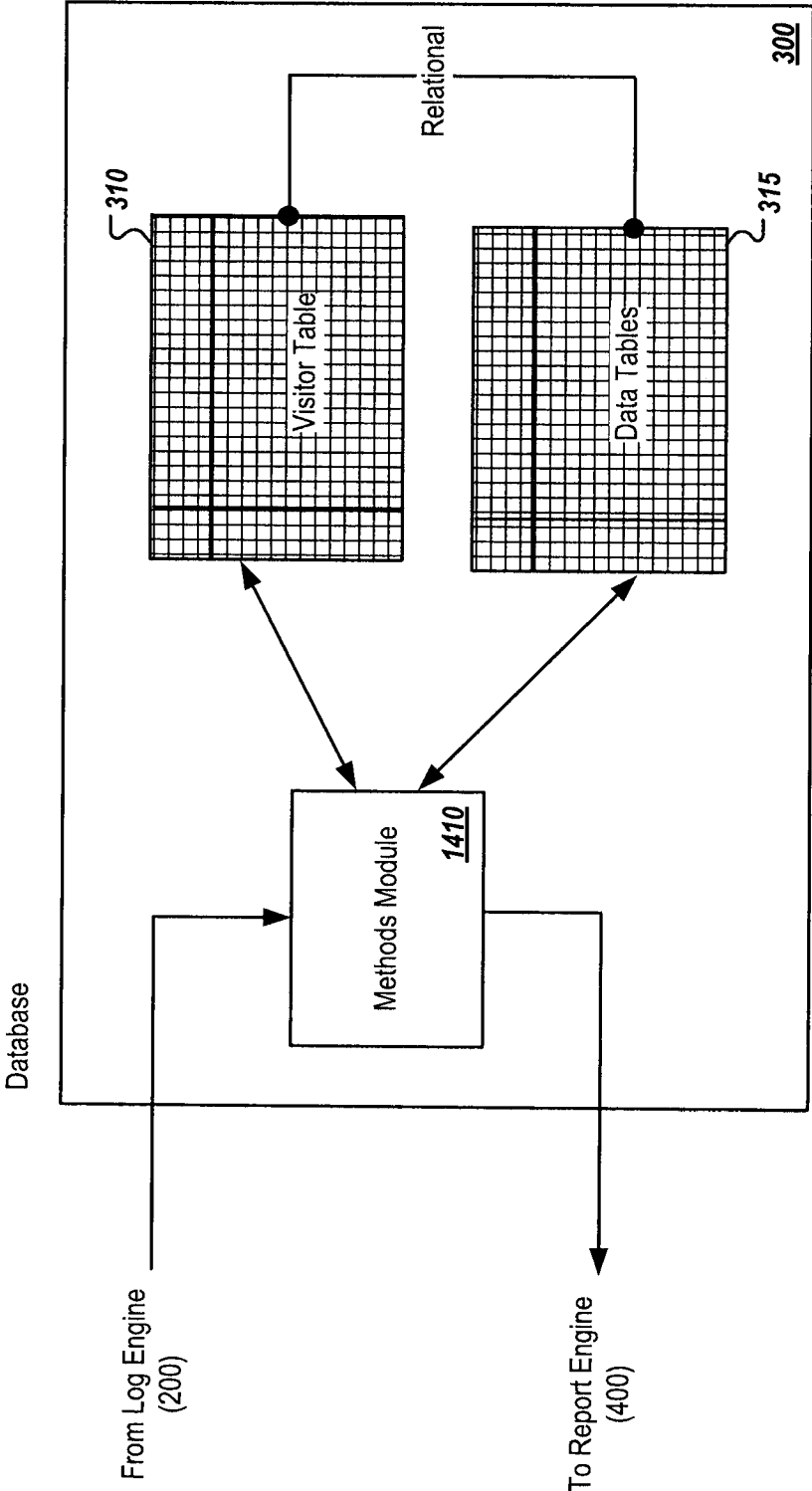


FIG. 15

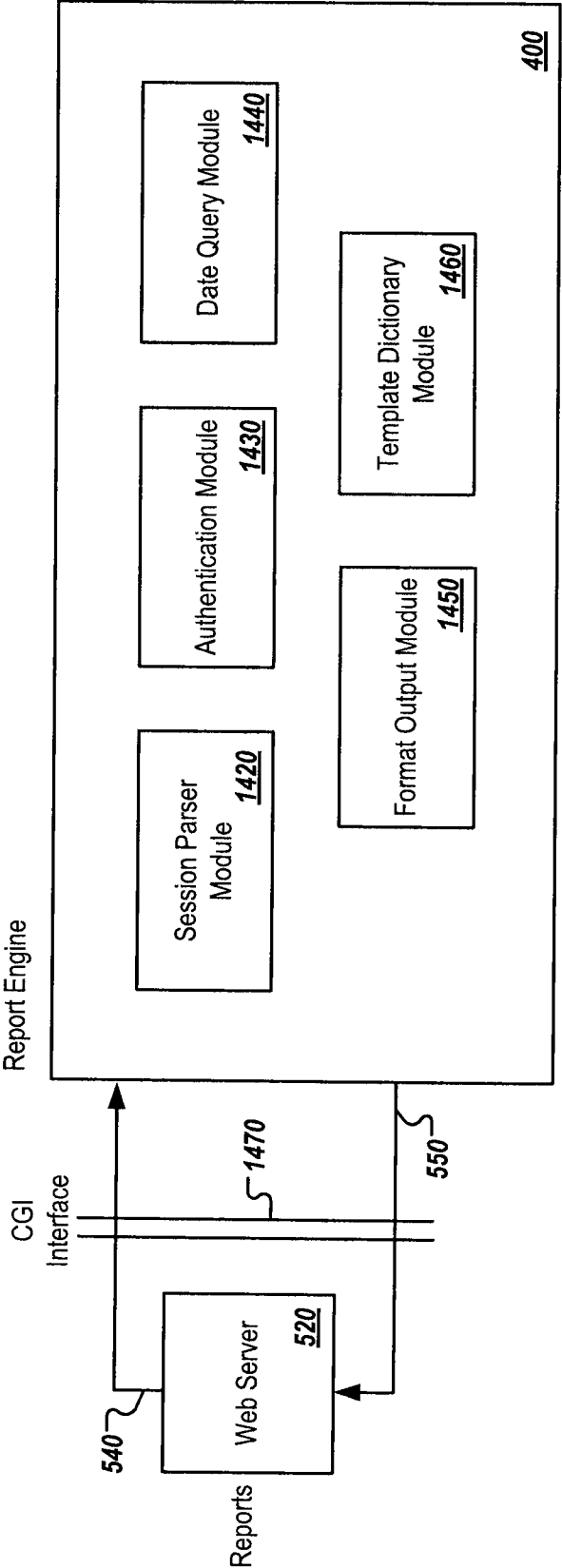


FIG. 16

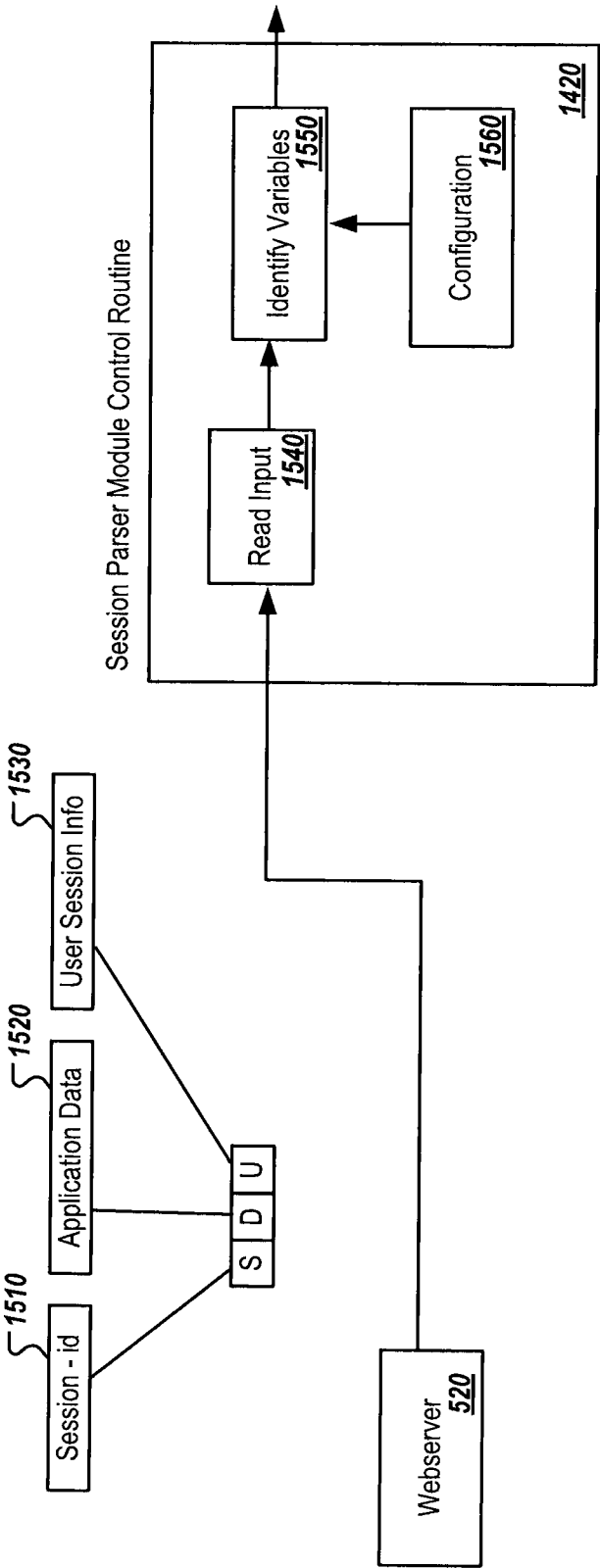


FIG. 17

+

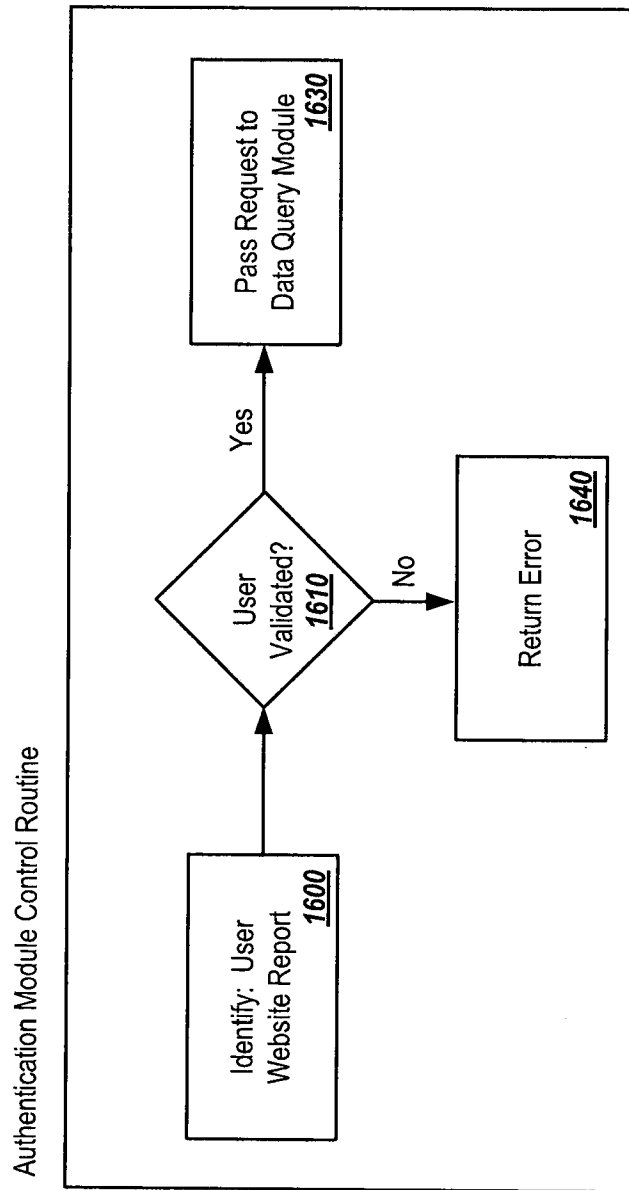


FIG. 18

+

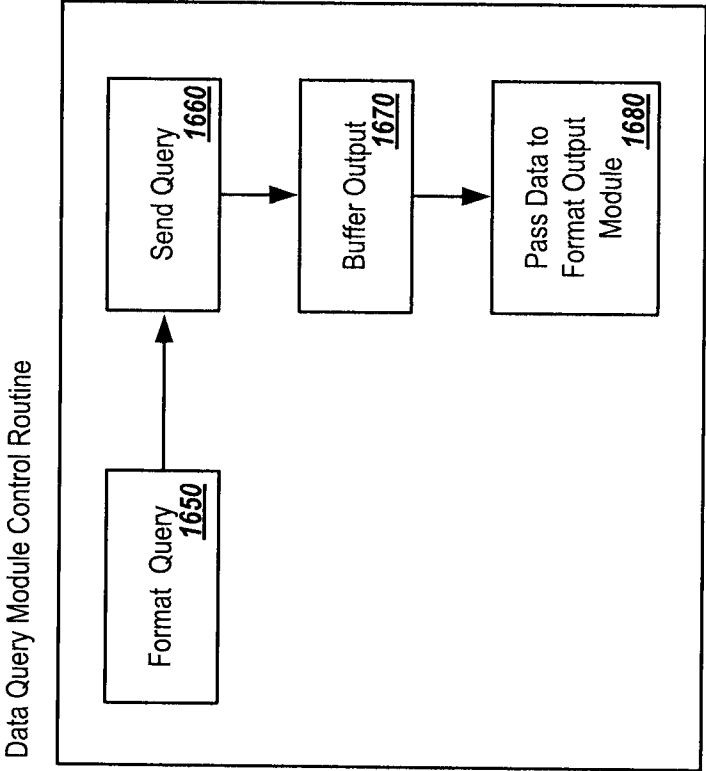


FIG. 19

+

Replacement Sheet

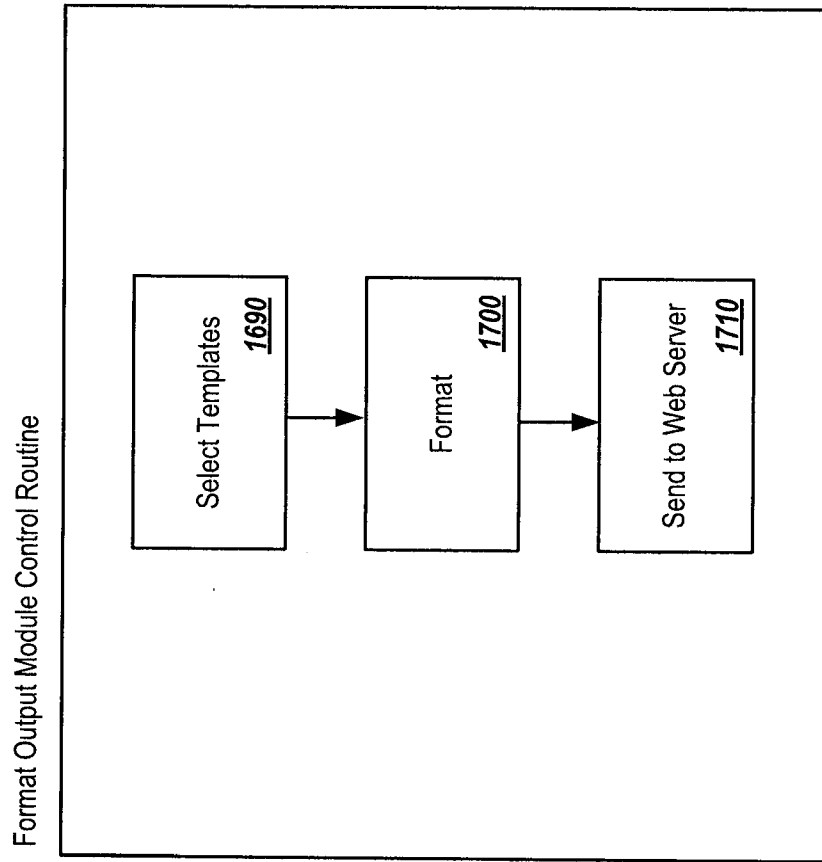


FIG. 20

+

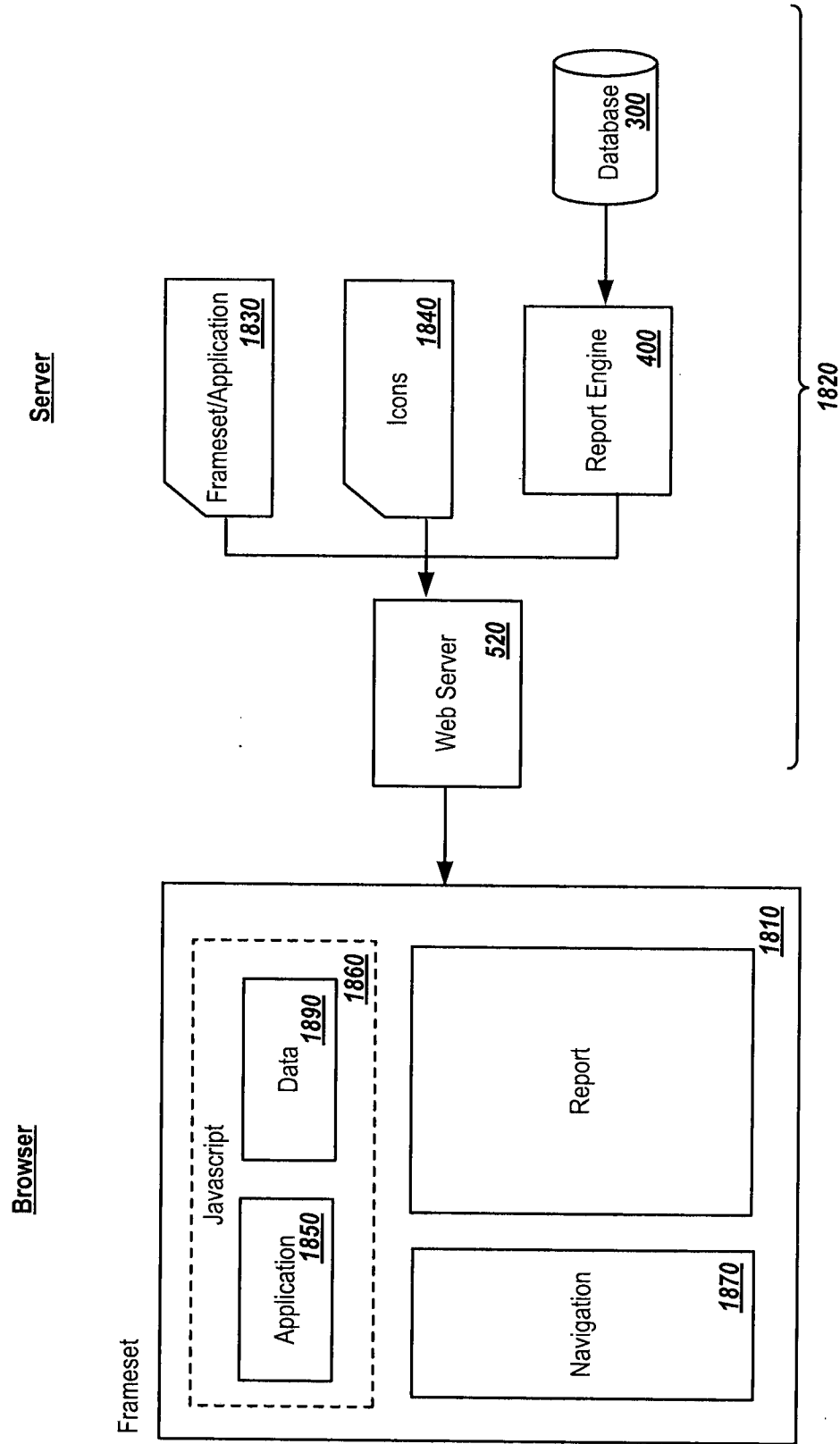


FIG. 21

Replacement Sheet

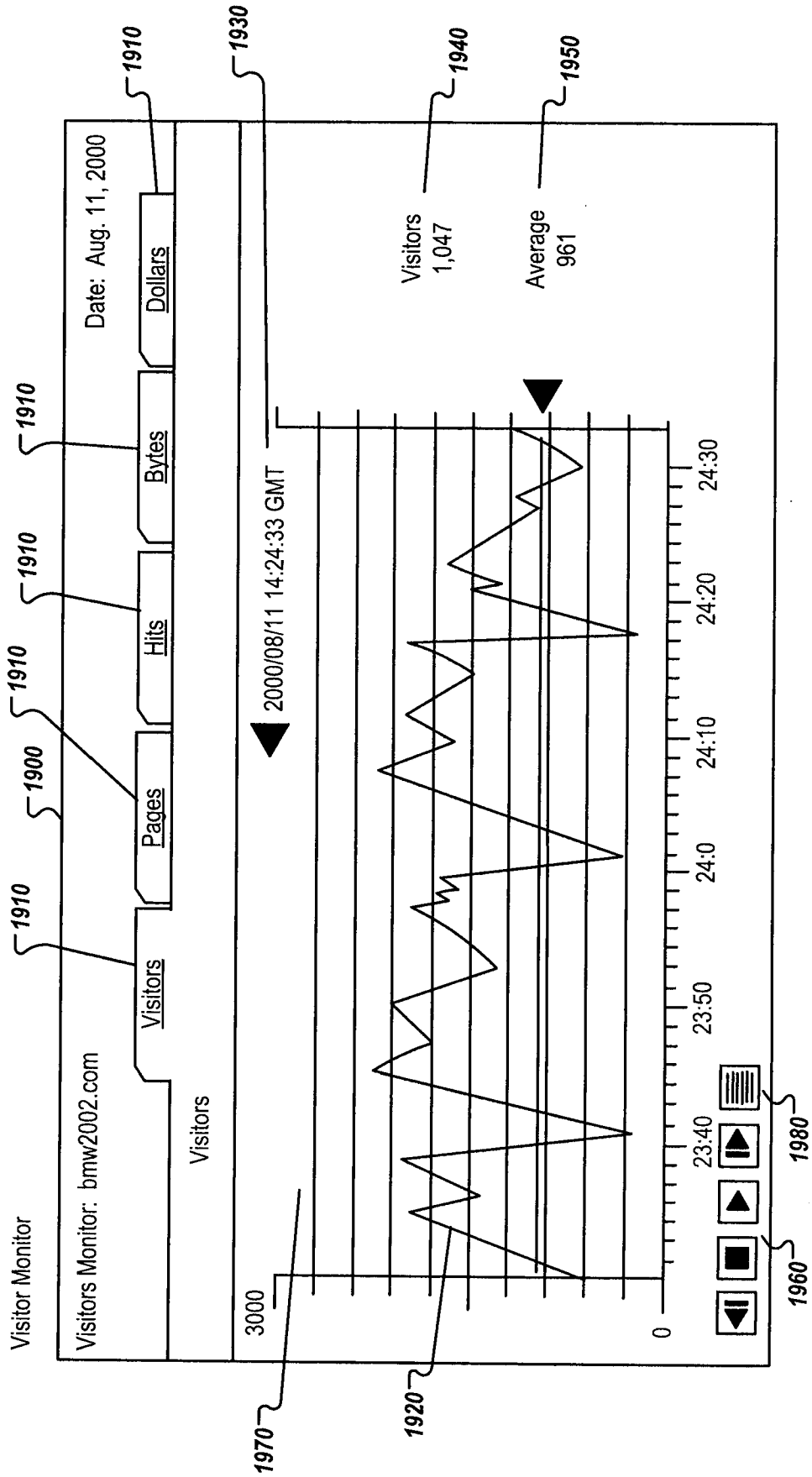


FIG. 22



Temporal Visitor Drill Down					Σ 2000	
Temporal Visitor Drill Down: bmw2002.com			Date & Time:			
Temporal Visitor Drill Down						
IP Address	Hits	Pageviews	Bytes	Length of Visit		
1. 192.168.10.10	4,802	2040 ↘	2030 ↘	2030 ↘	32 sec	
2. 192.168.10.11	2,201	2,084	23.23 MB	190 sec		
3. 223.234.298.95	235	1	5 K	7 sec		
4. 199.234.384.323	9	983	2.20 M	308 sec		
5. 293.342.983.5	2	2	45 K	32 sec		
		2060				
Totals	6,802	6,107	43.23MB	212 sec		

FIG. 23



Visitor Footprint		Entrance Time: Exit Time:	
Visitor Footprint: bmw2002.com			
Visitor Footprint			
IP Address	132.129.18.9	2180	2180
User Name	Jimbob	Windows 2000	N
Pageviews	200		
Hits	235,797		
Bytes	925.9		
Length of Visit	263 sec	Platform	Windows 2000
		Browser	Netscape 4.7
Referral		Domain	
Referral	aol.com/dirsearch.adp	Domain	aol.com
Keyword	Casting	Country	uk (United Kingdom)
Search Engine	google.com		
Visitor Path			
1. index.html (Entrance)			
2. products/index.html			
3. products/coolshoes.html			
4. products/verycoolshoes.html			
5. products/reallycoolshoes.html			
6. help/reallycoolshoes.html			
7. about/reallycoolshoes.html			
8. help/reallycoolshoes.html			
9. contact/helpform.html			
10. contact/helpform.html (Exit)			
E-Commerce			
Total Dollars	\$200	Region	San Diego, CA (US)
Time of Purchase	May 12, 1999 12:14:22	Invoice ID	13344
Streaming			
Clip	Media Player (Type)	Time (Resends, Failed)	Bytes Sent (Total)
1. thankyou.rm	RealPlayer 4.0 (rm)	300 sec (5,2)	2 MB (20 MB)
2. welcome.asf	Media Player 4.0 (asf)	200 sec (9,3)	2.5 MB (3 MB)

FIG. 24

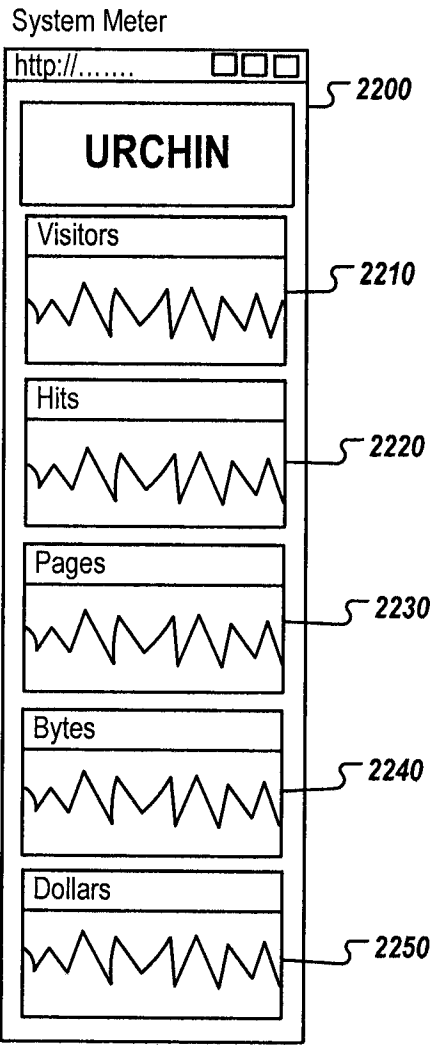


FIG. 25



FIG. 26

+

Replacement Sheet

3100 ↗

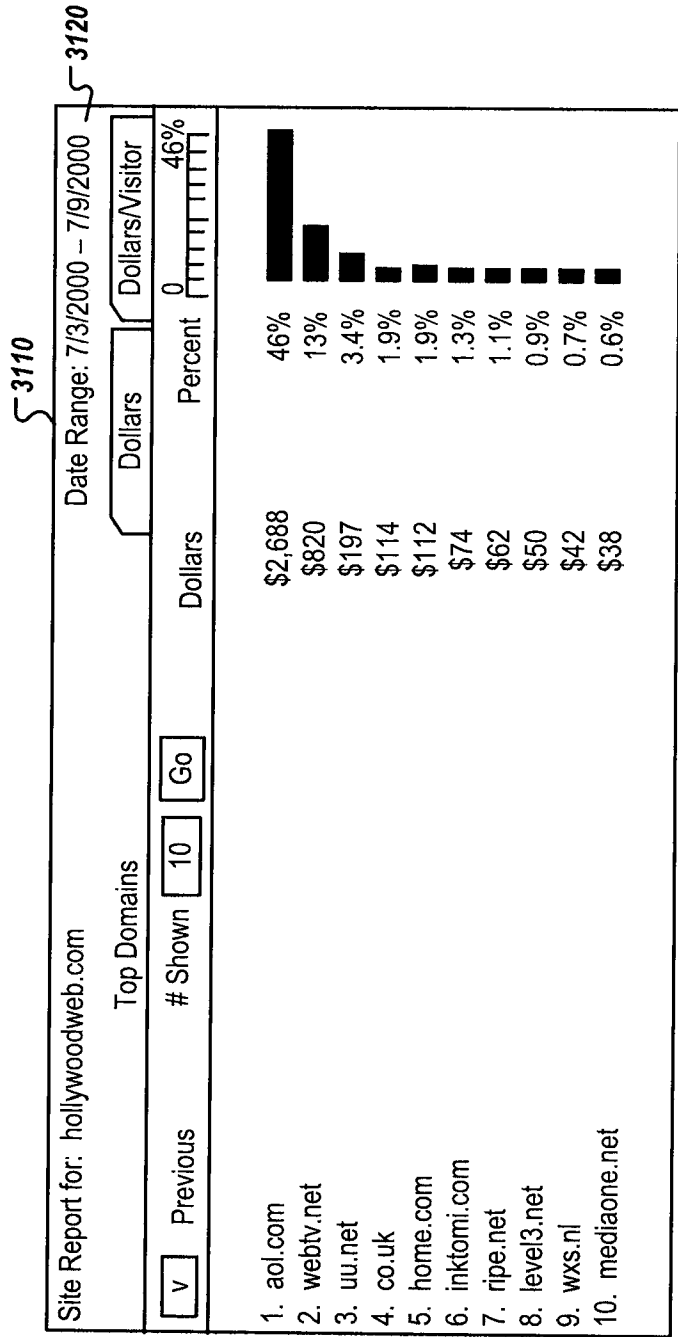


FIG. 27

+

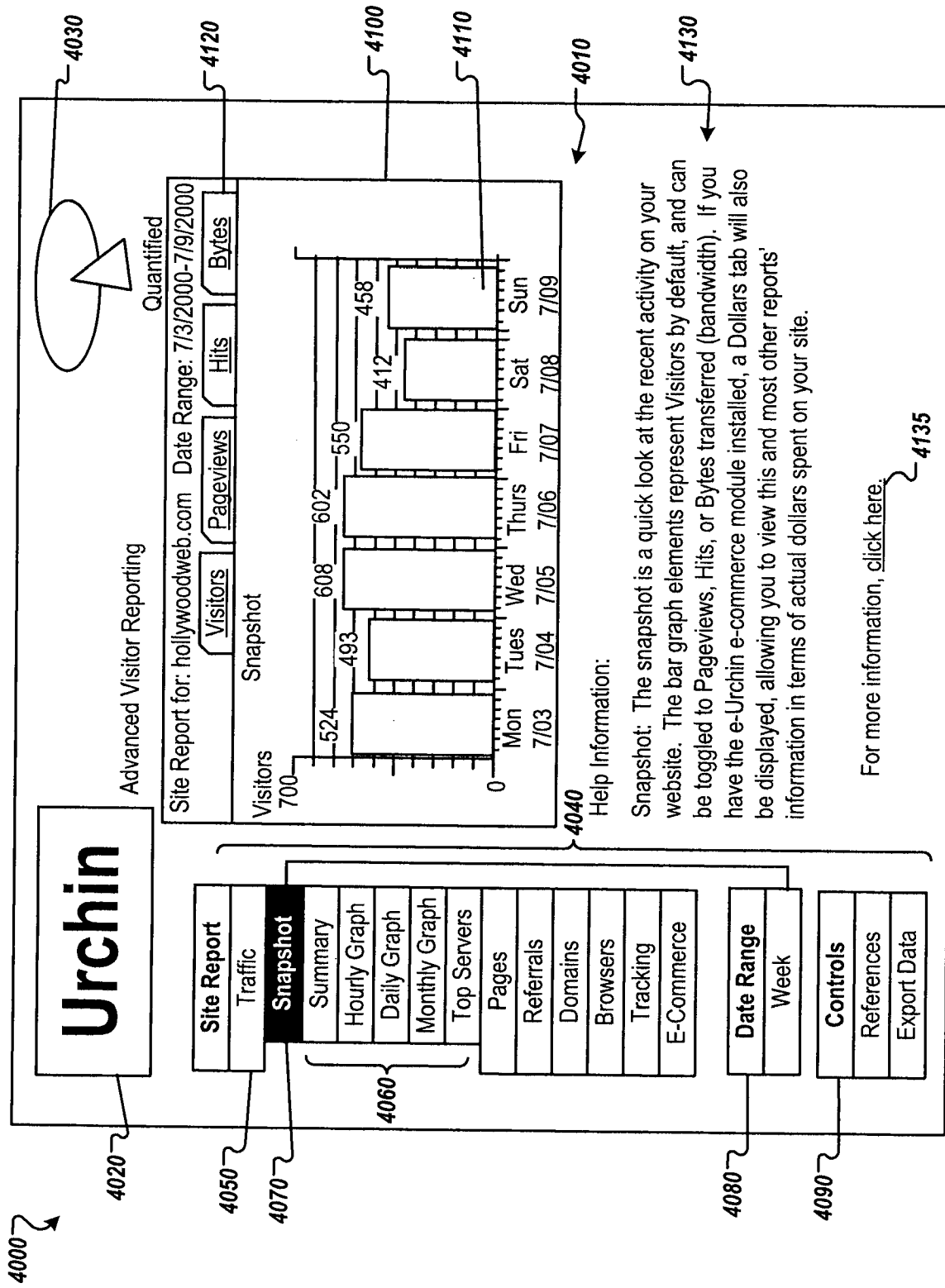


FIG. 28

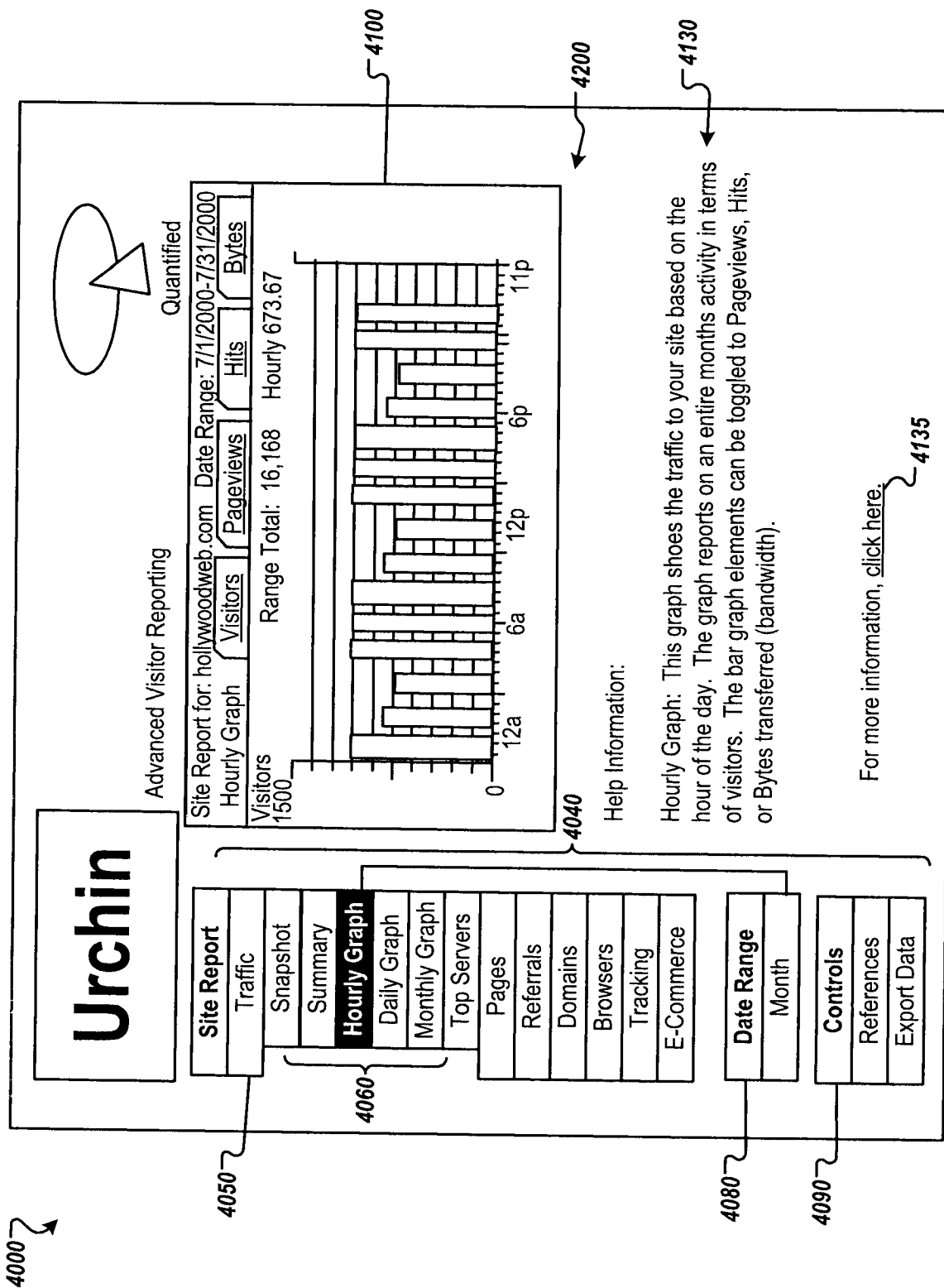


FIG. 29



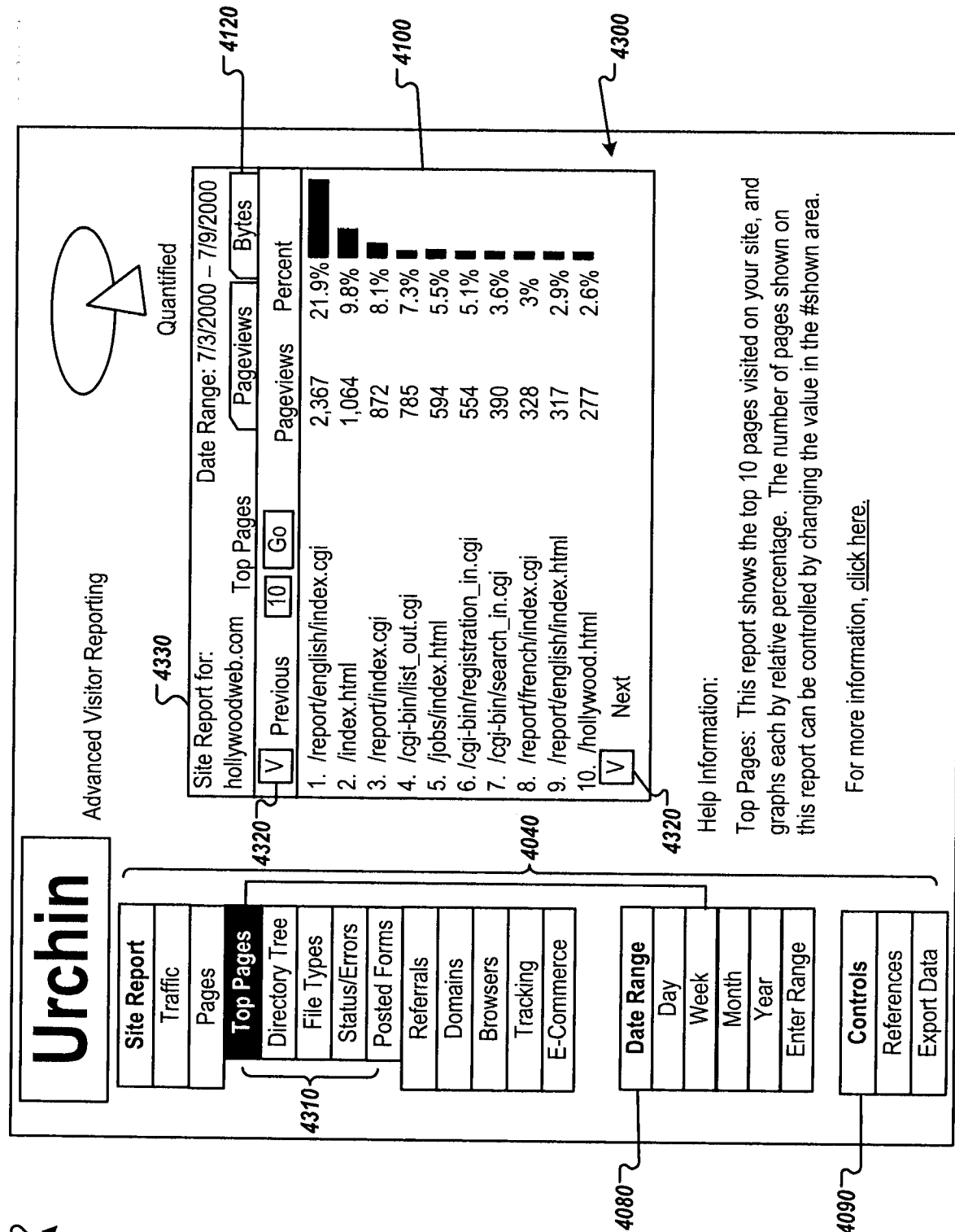


FIG. 30

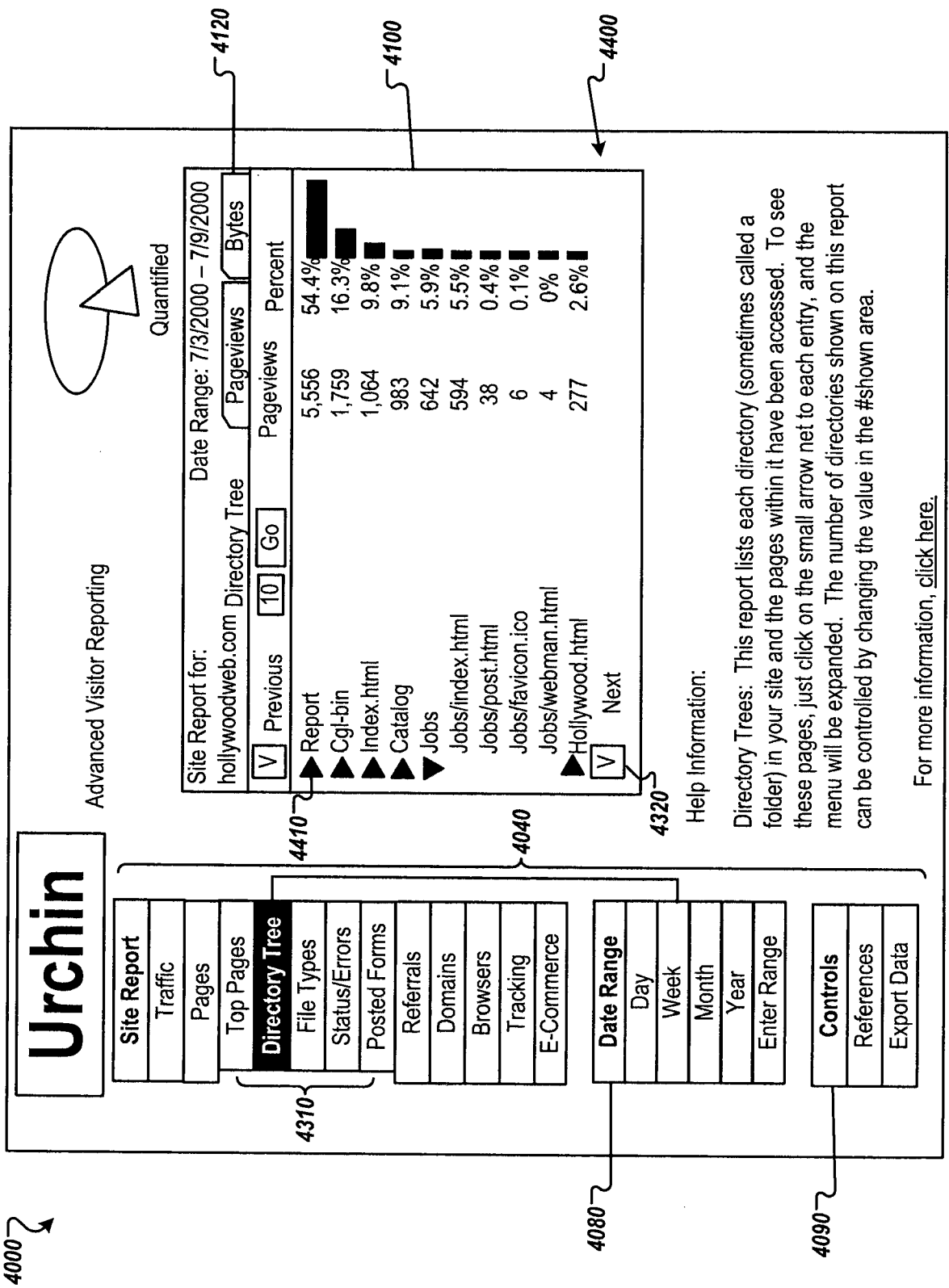
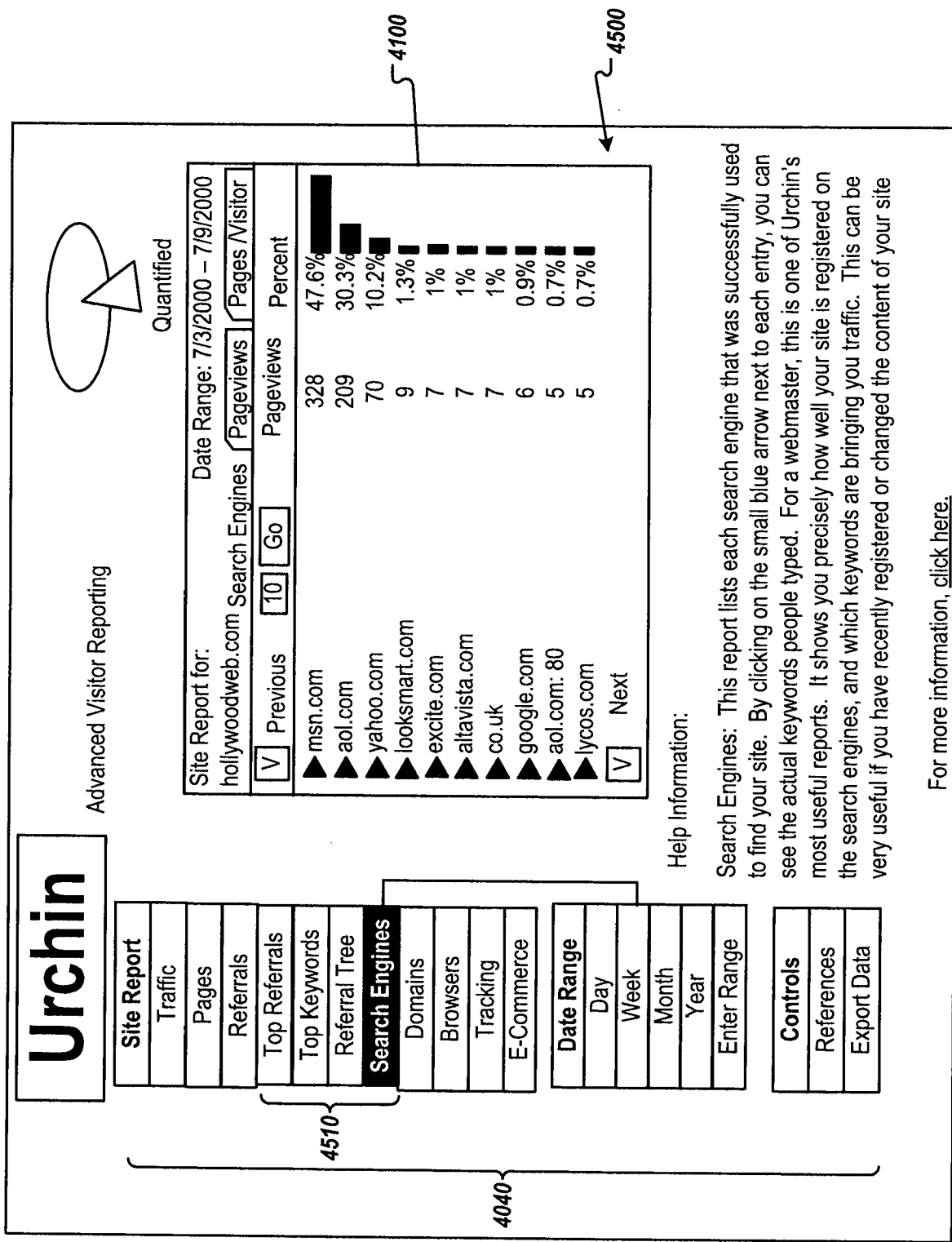


FIG. 31





For more information, [click here.](#)

FIG. 32



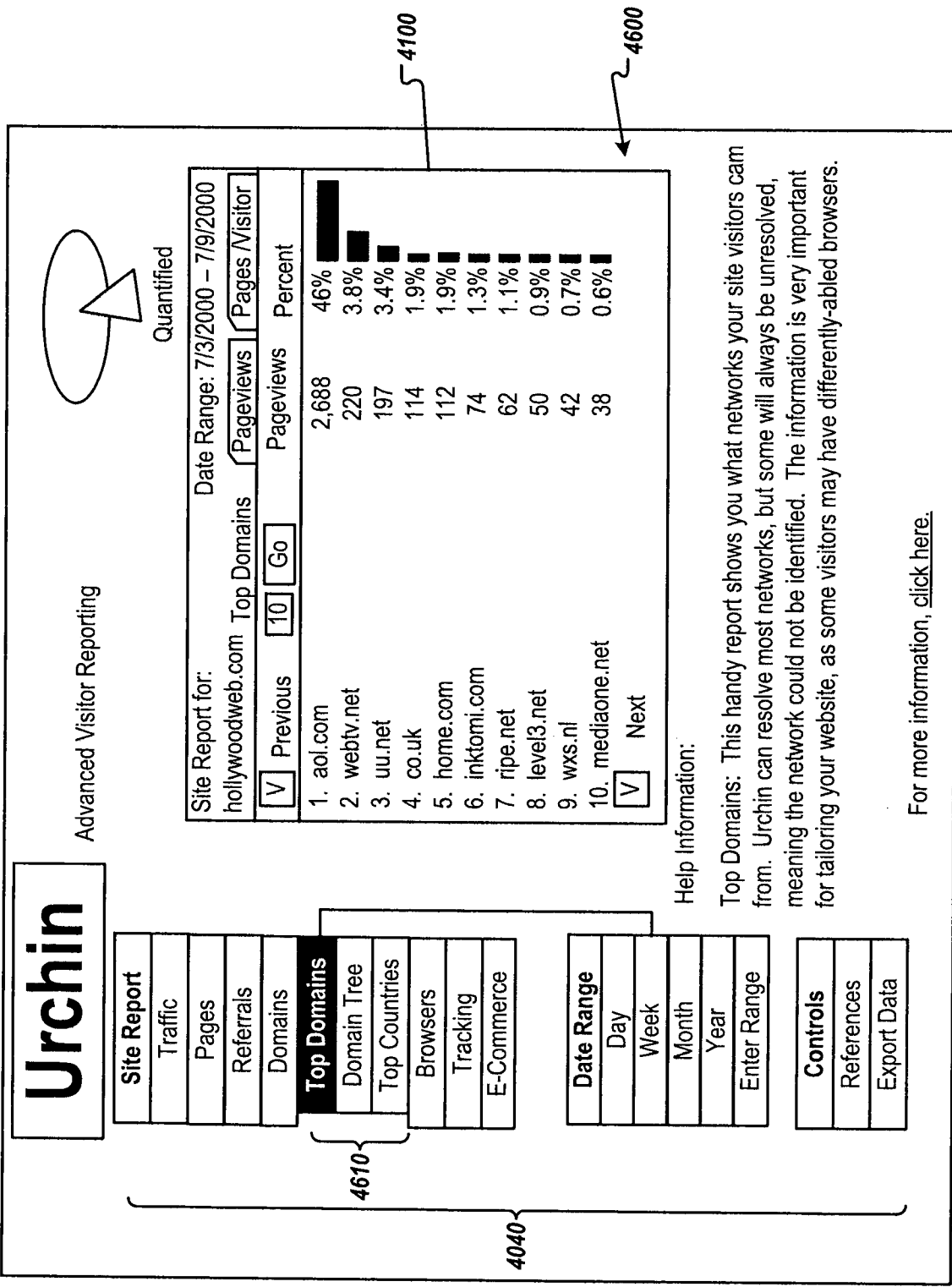


FIG. 33



+

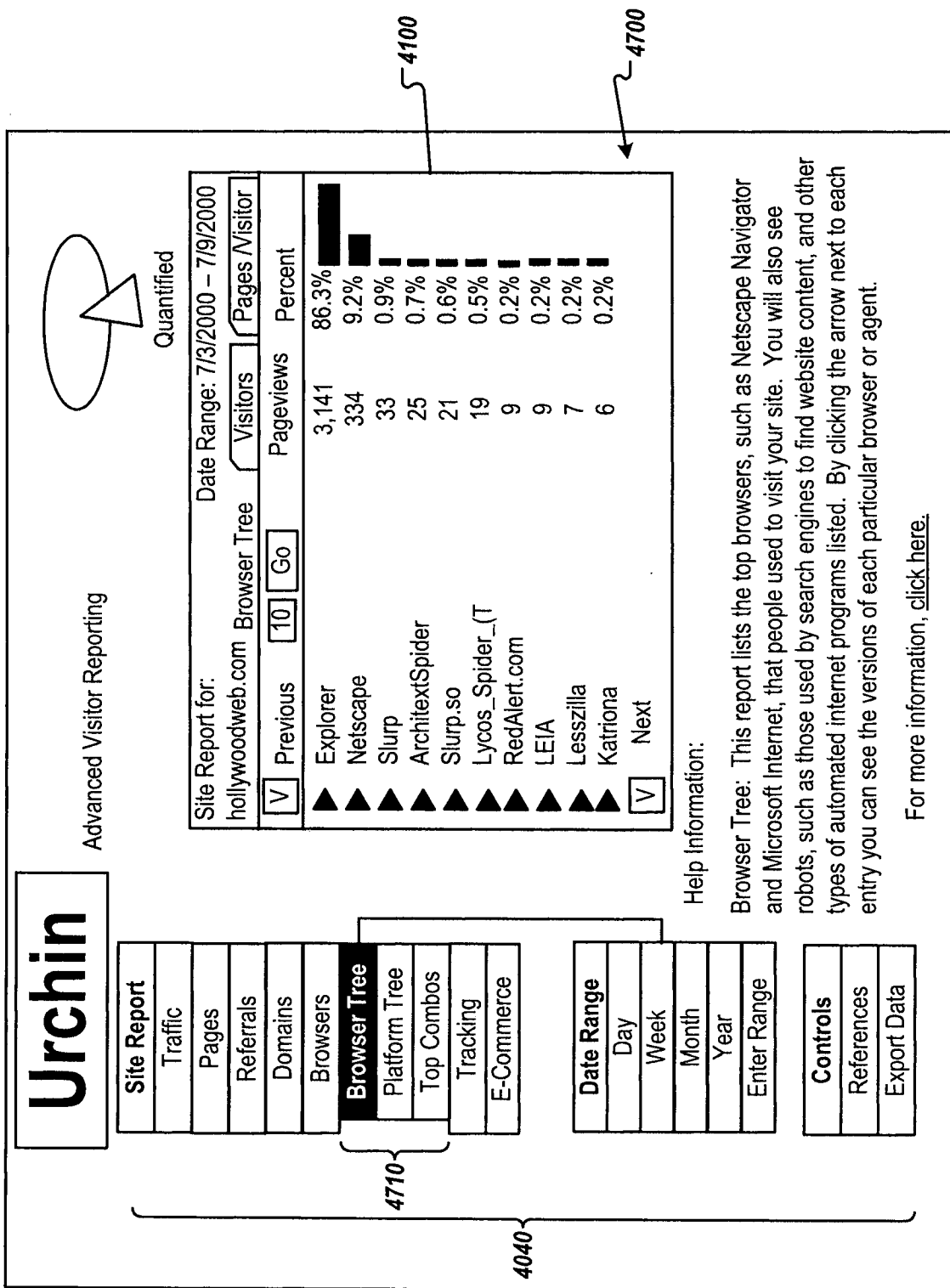


FIG. 34

+

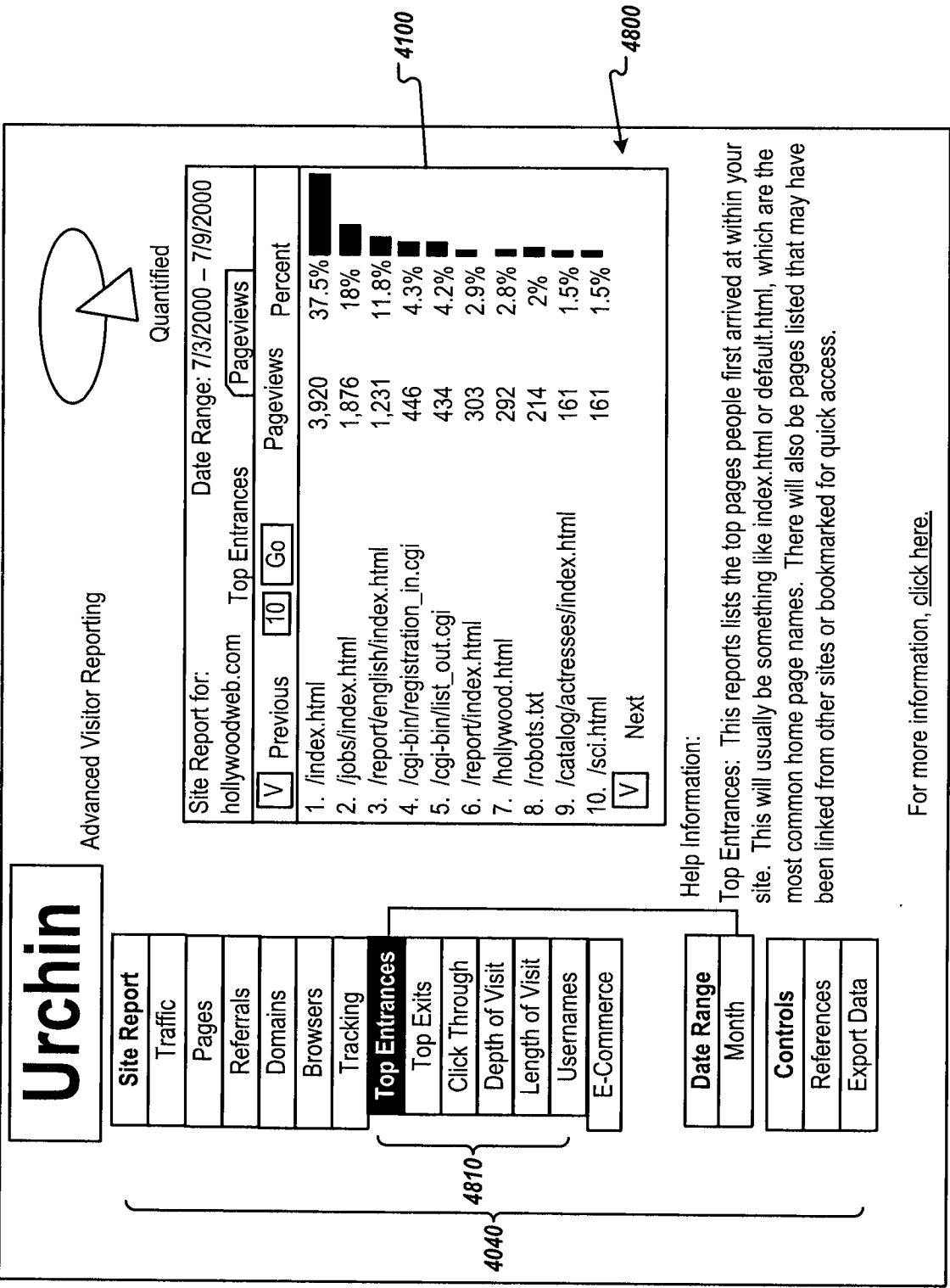


FIG. 35



Urchin

Advanced Visitor Reporting



Quantified

- Site Report
 - Traffic
 - Pages
 - Referrals
 - Domains
 - Browsers
 - Tracking
 - E-Commerce
- Totals
- Top Products**
- Product Tree
- Regions
- Top Stores
- Date Range
 - Day
 - Week
 - Month
 - Year
 - Enter Range
- Controls
 - References
 - Export Data

Site Report for: hollywoodweb.com Date Range: 7/1/2000 - 7/31/2000

	Previous	10	Go	Dollars	Percent
1. Large Hats				\$2,688	46%
2. Small Hats				\$220	3.8%
3. Belt Buckles				\$197	3.4%
4. Silver Buckles				\$114	1.9%
5. Gold Buckles				\$112	1.9%
6. Womens Jeans				\$74	1.3%
7. Mens Jeans				\$62	1.1%
8. Blue Shirts				\$50	0.9%
9. Red Shirts				\$42	0.7%
10. Binkinis				\$38	0.6%

Help Information:

Top Products: This report lists the top items sold on your website, along with the percent of total sales each represents, and a relative bar graph for quick visual indication. Along with each item in the list, the category (if applicable) for the item is listed.

For more information, [click here](#).

FIG. 36

Replacement Sheet

4000

4040

4910

4100

4900